

# DoD**LIVE!**

Communicating Effectively  
Integrating creative online strategies

Office of the Secretary of Defense for Public Affairs **New Media Directorate**

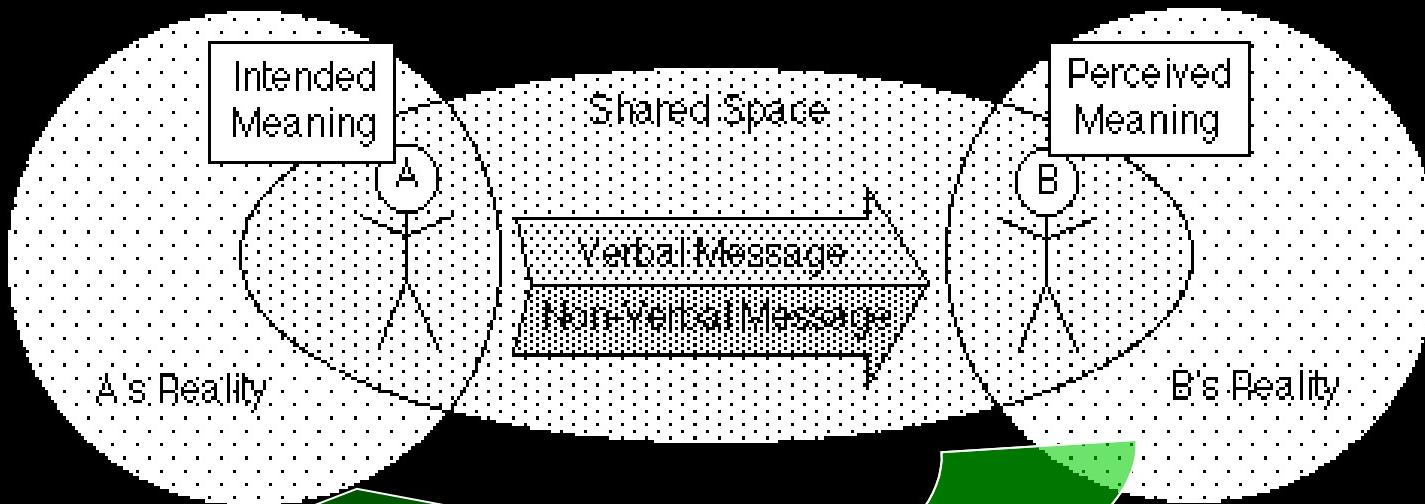
*It is the policy of the Department of Defense to make available timely and accurate information so that the public, Congress, and the news media may assess and understand facts about national security and defense strategy.*

(Joint Publication 3-61 Public Affairs, 9 May 2005)

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- Communication is information in action.

# Communication



LINEAR



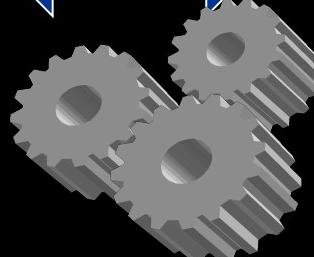
Books, Newspapers, Magazines, TV

INTERACTIONAL



Letters, Telephone, Email, IM

TRANSACTIONAL



Face to Face, Verbal Non-Verbal,  
Interacting with each other and the  
shared environment.

# QDR 2006 Strategic Communication Roadmap

Develop the ability to communicate in  
a 24/7 New Media environment

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*Commander's Intent:*

*From the pointy end-of-the-spear  
to the comfy end-of-the-couch*

# Communicating Effectively

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# Communicating Effectively

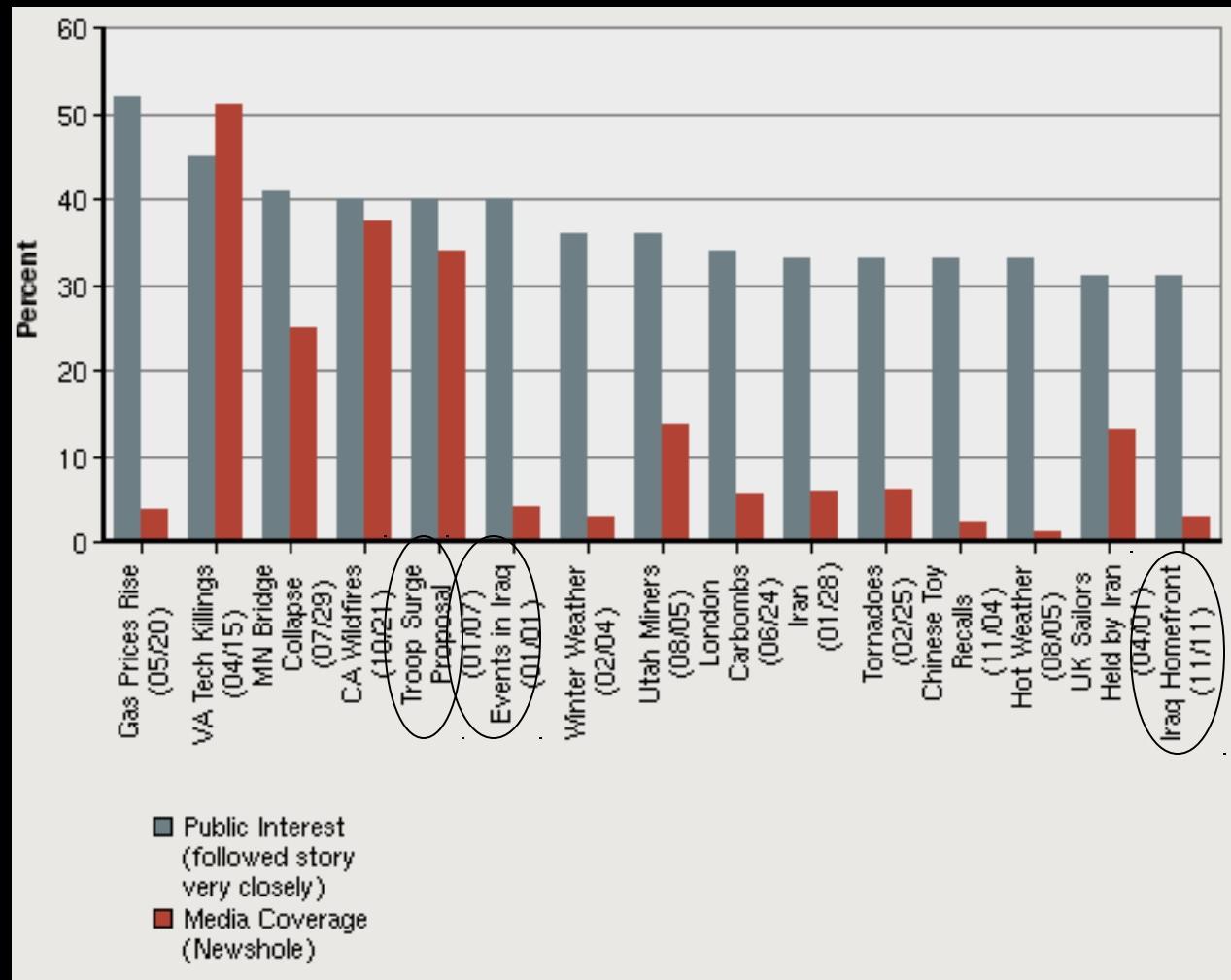
- How do you get published when your story doesn't rise to the level of "news?"
- To whom are you talking and who needs to hear you?
- Who's telling your story?

# Project for Excellence in Journalism 2008

## "State of the American News Media" study

### Public Interest vs. Media Coverage 2007

Examined 70,000 stories from 2007 and Americans' interest in particular topics vs. actual news coverage devoted to them



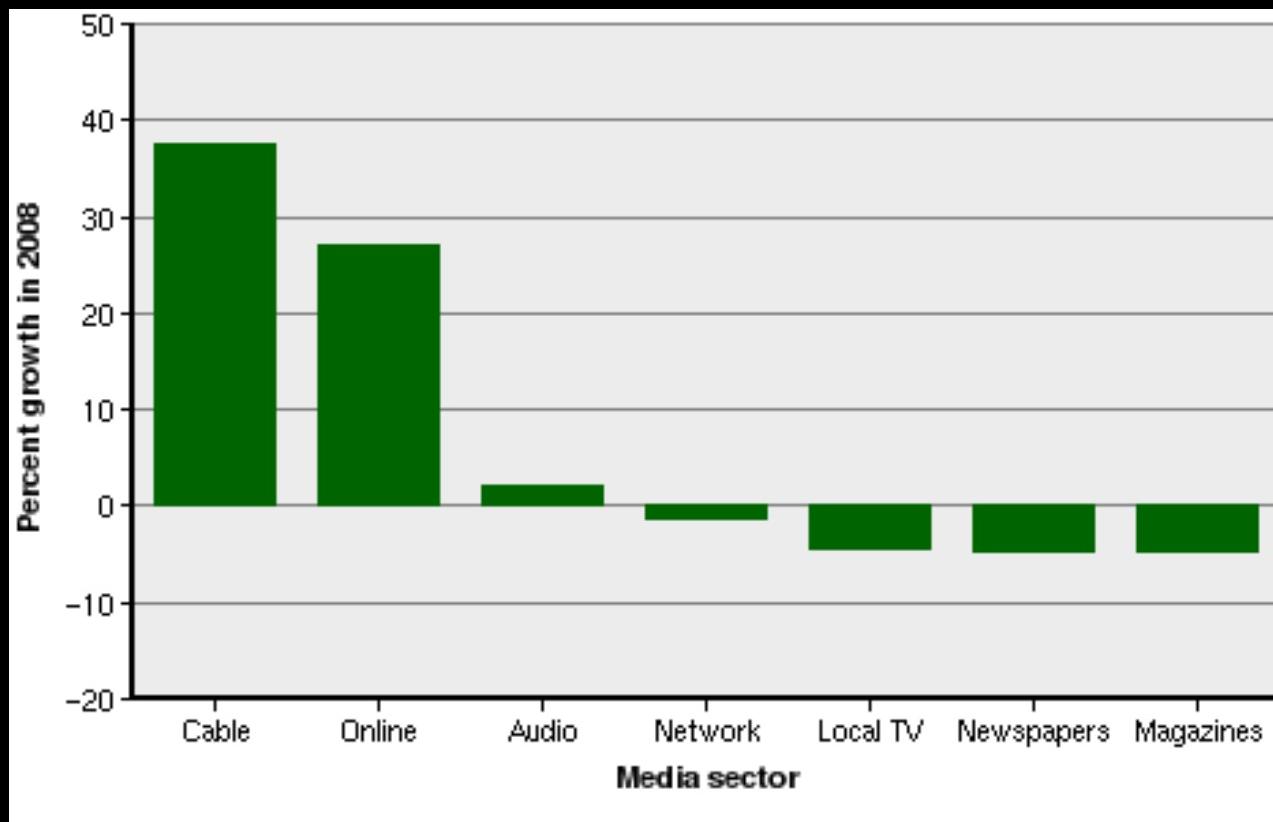
Source: PEJ, A Year in the News, 2007

# **Project for Excellence in Journalism 2009**

## **"State of the News Media" Study**

### **Audiences Turn to Cable and Web**

Percentage Change in Audience, 2007 to 2008, Across Media



Source: PEJ, A Year in the News, 2007

What is the *AUDIENCE*?

# What is the *AUDIENCE*?

- a:** a group of listeners or spectators
- b:** a reading, viewing, or listening public

(<http://www.merriam-webster.com/dictionary>)

# What is the *AUDIENCE*?

**a:** a formal hearing or interview

**EX: an *audience* with the pope**

**b:** an opportunity of being heard

**EX: I would succeed if I were given *audience***

# What is the *AUDIENCE*?

SPECTATOR  
OR  
PARTICIPANT?

# What is the *AUDIENCE*?

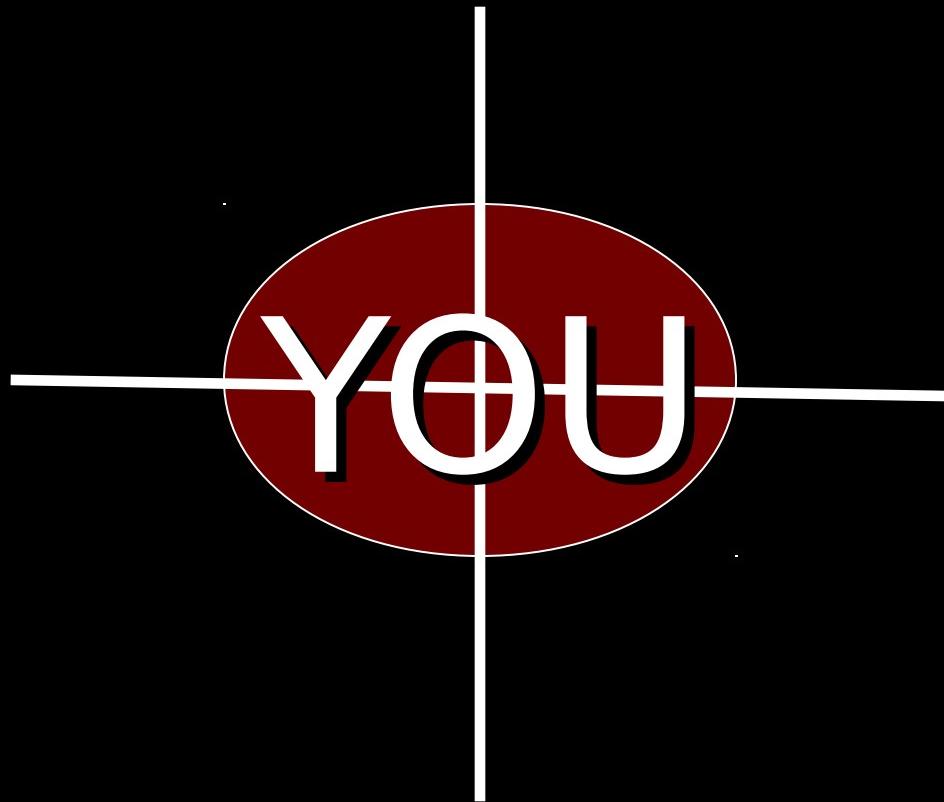
BOTH

# TARGET AUDIENCE?

# CENTER MASS



# The Effect



# “New Media”

The “New Media” is a strategic field of maneuver in the battle of ideas.

- Counter and contrast

JOIN THE GLOBAL CONVERSATION

# New Media

What is NEW MEDIA?

- The democratization of publishing
- Non-traditional avenues of communication
- Not new to anyone born after 1987

# NEW MEDIA

- Relevance:
  - more than half of the U.S. military was born after 1980

(Defense Manpower Data Center, March 20, 2009)

- for those under 30 the Internet overtakes newspapers as source of news
  - ties with TV

(<http://pewresearch.org/pubs/1066/internet-overtakes-newspapers-as-news-source>)

# NEW MEDIA

- Transparency
  - Promotes accountability
- Participatory
  - The U.S. Constitution designed our form of government to be participatory
- Collaborative
  - Participatory design

# Why NEW MEDIA?

To  
LISTEN

# Why NEW MEDIA?

To  
Build RELATIONSHIPS

# Why NEW MEDIA?

To  
Build  
TRUST

# Advantages

## Speed

The ability to disseminate pertinent information to the relevant audience without the IT overhead and to receive feedback to remain relevant.

# Advantages

## Agility

The ability to post WHEN and WHERE the information needs to be in the manner that those who need it can quickly access, link, promulgate and provide feedback.

# Advantages

Power

- Dynamic
- Systemic

# Advantages

- Dynamic Power
  - Speed and agility provide dynamic power to put information into the hands of those who can use it, allow them an avenue to provide feedback in order to keep the communication relevant, and to adjust as needed.

# Advantages

- Systemic Power
  - Knowledge Management
    - Consider the amount of institutional knowledge lost with every person who retires or moves on to different jobs/positions.

# Current OSD Direction

- White House memo
- GSA Terms of Service agreements
- DoDLive & DoDTechipedia
- Open Government and Innovations conference
  - 21-22 July

# Challenges

- **Information policy vs communication policy vs website policy**
- **Cultural Shift**
- **Perceptions**
  - **Industrial Age vs. Primeval organization**

# Solution Sources

- Troops
- Commanders
- Collaboration
  - All-Services Social Media Council
  - OSD Social Media working group

# RISK of Investment

- Risk management
- Two-Fold
  - To engage
  - To NOT engage

# To Engage

- OPSEC
- Leaks
- Embarrassment

# To NOT Engage

- ID Theft
- Ignorance
- Self-inflicted denial of service

# RETURN on Investment

For Taxpayers:

- Accountability
- Verifiability
- Understanding
- Participation

# RETURN on Investment

For DOD:

- Accountability
- Verifiability
- Understanding
- Participation

# RETURN on Investment

ALSO

- Speed
- Agility
- Knowledge management
- Efficiency

# IMAGINE

- Platoon leader returns from patrol
- Submits his report via blog
- Immediate visibility
  - From his commander to the historians
- Real-time response
  - PIR
  - CCIRS
  - TTPS

# GUIDANCE

The same principles, policies, and guidance that govern a government professional's activities in general apply to activities online.

# HISTORY

**Honor** - Trust and personal responsibility are core values. Don't violate them. It is expected of you

**Integrity** - Be who you are.

**Security** - Protect personal, privileged, proprietary or classified information. Know the rules.

**Transparency** - Stick to what you know, facilitate learning.

**Objectivity** - Everyone has an opinion. Stick to the facts and don't pick fights.

**Respect** - There are rules of behavior.

**Yourself** - Be authentic and genuine (you are what you publish); blog at your pay grade and represent us well.

# Questions?

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